ABSTRACT

Bank Jatim is a bank that is owned by the local government of East Java. Over the time, Bank Jatim is keep growing so the company plan to continualy developing the branch offices over East Java. This development expansion plan is done in stages. However, there is still lacking of Corporate image on interior standardization of Bank Jatim and the company hasn’t a special characteristic which can differentiate Bank Jatim with other banks in general.

Therefore, it is required for Bank Jatim to increase the quality of its office interior design in order to improve the bank image and increasing the customer’s trust as well as being a bank that has an East Java’s culture characteristic according to its local identity. This object plan is hoped to create all of those purpose. Thus making Bank Jatim as a symbol of East Java’s Bank which has a characteristic and strong Corporate Image through its interior design office.